OROS

RE-DESIGN REPORT

PREPARED FOR

OROS

BY THE MU COLLECTIVE

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EXECUTIVE SUMMARY

In recent years, e-commerce has proven itself as a growing business sector, and excellence in this area can determine the success of a newly formed company. Our team kept this in mind as we evaluated the quality of Oros' online presence — originally, the "Lukla" website was aesthetically pleasing and simple, but lacked organizational structure in its content, causing customers to leave the site after viewing the home page, or fail to find helpful information before purchasing a jacket. Therefore, our main task was to improve the usability of Oros' website, ideally to increase conversions. We completed several types of research, both primary and secondary, to explore solutions to this problem and then compiled our insights into both a website re-design, as well as a current website update. The following sections will highlight the steps we took and the major takeaways from each initiative.

RESEARCH

In our analysis, we utilized several different strategies to evaluate various components of Oros' website. Due to the branding changes that occurred during our research, we will be applying findings and best practices from both websites in our re-design. When referring to websites in the following text, Lukla will represent www.luklaapparel.com and Oros will represent www.orosapparel.com.

HEURISTIC ANALYSIS

METHODOLOGY

Our first strategy was to complete a heuristic analysis of Lukla's website (an all-encompassing checklist of various aspects of its design). Topics were related to text content, labeling, presentation, navigation, interaction, links, feedback, visuals, and accessibility. We navigated through each section and decided on each point whether the website passed or failed that item, and then compiled a list of pain points to solve in our re-design. *For a complete list of failed tasks see appendix.*

SUMMARY & RESULTS

In our evaluation, we found several potential improvements for Lukla's website. Although the content was clear, the text was difficult to read in all capital letters, all of the same font weight, and entirely colored black. The "scroll down" button on the home page (Figure 1) was a major source of confusion, as it wasn't clickable but was still animated. Additionally, information was not organized in a specific order on the home page or technology page, leaving the reader confused and less likely to scroll all the way down the page.

Figure 1: Lukla's Scroll-Down Button
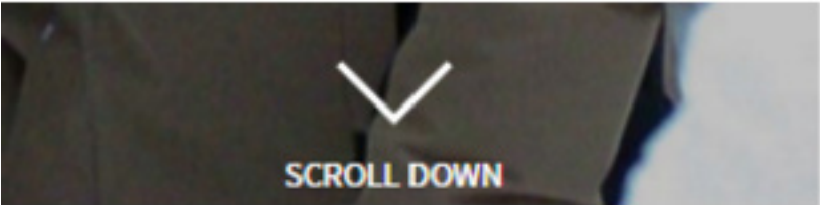
| RESEARCH |

COMPETITIVE ANALYSIS

METHODOLOGY

We also conducted a competitive analysis for the former Lukla site where we compared the look and layout to other outerwear competitors in the form of a slightly modified SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis (Figure 2). We evaluated Lukla, Patagonia, North Face, and Shivershield in terms of their respective strengths, weaknesses, similarities, differences, and the overall goals of their site. We then listed points of parity and points of difference in order to identify best practices in online outerwear sales.

SUMMARY & RESULTS

Overall, we found that the Lukla website was incredibly simplified compared to the other websites. This was a positive finding in the sense that there was little clutter and it was easy to navigate the entire site in a small amount of time, but negative when it came to the specifics and research that customers would be looking for. Shivershield provided plenty of technical information, but little imagery, and its aesthetics were somewhat outdated. Patagonia had excellent branding, engaging imagery, and a full range of information, but almost provided too much content, making the site a little confusing in terms of its purpose and varying functions. North Face's site was organized intuitively; you could find information easily without losing a sense of where you were within the overall site, but the text could have been easier to read and colors were dull.

Figure 2: Competitive Analysis Table

	Lukla	Shivershield	Patagonia	North Face
Strengths	Less clutter, easy to navigate	Detailed technical information	Lifestyle images, sufficient content	Aesthetic layout and images, strong branding
Weaknesses	Unorganized content, difficult to find specific information	Cluttered, verbose text, outdated graphics	Nav bar over-simplifies, drop-down categories are extensive and hard to navigate	Complicated hierarchy of information, nav bar and home page compete for attention

In summary, Oros can use these comparisons as a call to focus on the blend of aesthetics and information. Specific technical information is essential to appeal to outdoor, active customers, but needs to be presented in a visually pleasing and easily understandable way.

IN-DEPTH INTERVIEWS

METHODOLOGY

Next, we conducted in-depth interviews asking relevant consumers, such as hikers and skiers, about what they look for in outerwear products and online purchasing. Our target demographic consisted of the following factors:

- 75% male, 25% female
- people who actively participate in and enjoy outdoor winter sports
- aged 20 and up
- employees of outdoor and sporting goods stores

Interviews were done in person, lasting roughly 15-20 minutes.

Our goal was to speak with people who had a high level of knowledge regarding outerwear already, so we could gauge what is most important to them in the purchasing decision process. We asked about their hobbies, favorite brands, how they shop online, and what factors go into their willingness to pay for outerwear. Using this set of questions, we were able to determine what online shoppers will be looking for and to organize data and layout options according to the feedback.

SUMMARY & RESULTS

Overall, we spoke with seven participants — five males and two females. Out of the respondents, six were students in their twenties and one was a professional in his fifties. Preferred brands include Nike, Patagonia, Rossignol, and Toyota. Reasoning behind these brands was mainly focused on the quality of construction and durability — pricing was only mentioned once as an important factor in looking for an item, specifically by the older demographic, although it was important to the younger demographic as well when comparing similar items from different brands. The most popular consideration before purchase was product reviews.

When asked, "What motivates you to spend more money on a product?" these were the responses we received. *For a full list of responses see appendix.*

- Appearance
- Quality and durability
- Recommended by people they know or trust (or good reviews)
- Functionality (specifications that they want)

Overall, in terms of willingness to pay, consumers were willing to compromise on budget if they felt that there was a major benefit to doing so. As one respondent highlighted, "I don't buy things for brand names or endorsements; I buy things that I believe in."

Based on our In-depth Interviews, we created a persona, John Weston (Figure 3), to help guide our re-design in order to match the target audience. During our re-design, John lead us to the creation of a heavy social media presence to help connect to a younger audience as well as add in a review section to the ordering page.

Figure 3: John Weston Persona

John is a 21 year old male from Boulder, Colorado who attends the Colorado School of Mines for Geoscience and Resource Engineering. John loves his outdoor sports, especially the winter ones. Hiking, snowboarding, skiing, John enjoys it all. He is very close with his father, Gordon, who often joins John on the less intense trips. John recently heard of Oros through a skiing friend.

Professional and Personal Background

John is in his junior year at the Colorado College of Mines. He is from the upper middle class and currently is unemployed because he is a full time student. His favorite hobby is snowboarding on the Maroon Bells Peaks, as he is an experienced snowboarder. In his spare time he enjoys hiking with his father. He's a bit of a showoff, but polite to older people.

Technical Background

John is active on social media almost everyday. Especially when it comes to his trips outdoors. John posts about his trips, his gear, everything. He is very reliant on his phone to complete most of these tasks. He also uses his Mid 2013 Macbook Air to complete schoolwork when he needs to.
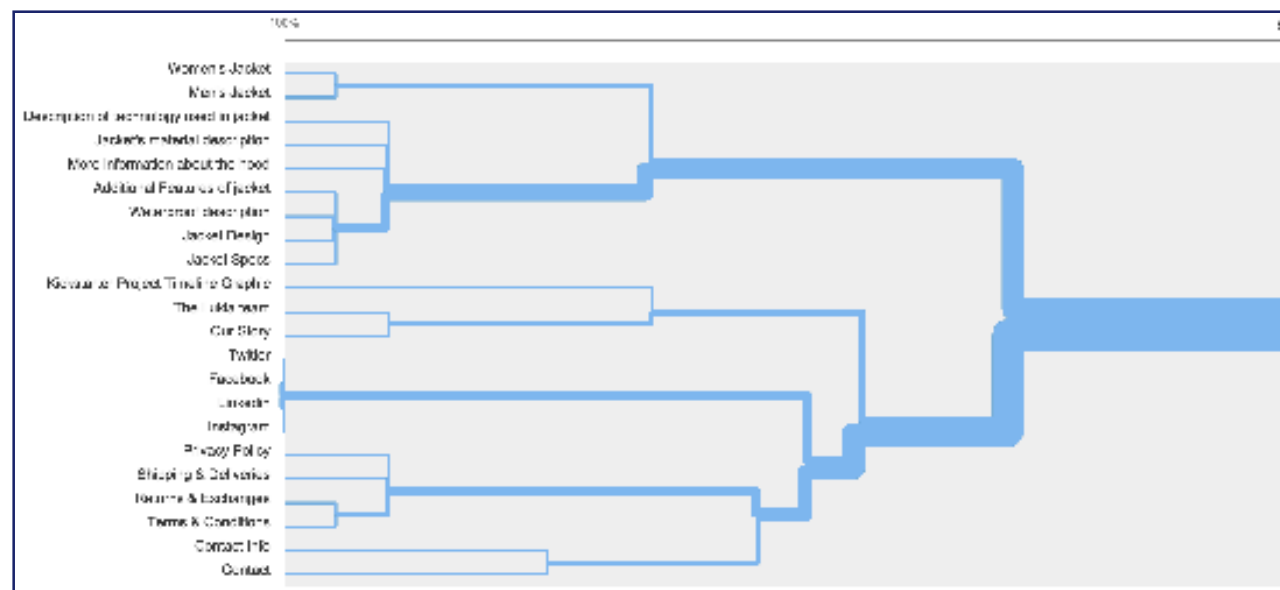
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CARD SORT

METHODOLOGY

Next, we conducted an open card sort with multiple users on OptimalWorkshop, which gave users a chance to manually re-organize the website. We put headers, subheaders, and different pieces of information from the site onto separate virtual index cards and asked participants to sort and group them into categories that intuitively made sense to them. The goal of this was to create a better site structure in our re-design.

SUMMARY & RESULTS

Overall, we had 19 participants who sorted the site's data, taking an average of 3.52 minutes to sort all of the available cards. Participants typically sorted the cards into 5 categories. Footer and contact information was sorted into categories similar to the current site, while main site cards were organized differently. This led to the creation of our re-design pages; Shop, Technology, Our Story, and OROSinAction. Some of the cards were left unsorted because participants felt like it was excessive data that did not fit into other categories. Through the results, we were able to see that the site's navigation was a source of confusion. This was not only shown through the card sort, but through general surveys of the site. Renaming navigation headers and condensing site content will provide the user with a better overall experience.

Figure 4: Dendrogram of the Card Sort

| RESEARCH |

Optimal Workshop generated this dendrogram (Figure 4) by creating assumption clusters derived from individual pair responses. We were able to take this data and apply it to our re-design so that the new pages were generated based on what the customers expect to see placed together. For example, the cluster "Additional Features of Jacket," "Waterproof Description," "Jacket Design" and "Jacket Specs" was used to guide our re-design for our new Technology page.

EYE TRACKING

METHODOLOGY

Finally, we conducted usability testing for Lukla. We used eye tracking tests with demographically relevant users on campus to observe how they moved throughout the site and where they were looking during the process. We assigned participants various tasks to complete, like adding a black, chest size 42 jacket to the cart, and analyzed the different routes they took to complete this task. After the completion of these tasks, we asked questions about their movement through the site to gain an understanding of what people need to make confident online clothing purchases.

SUMMARY & RESULTS

We recorded each respondent's performance of the tasks and plotted results in Figure 5 below.

- All participants were able to complete Task 1 (what is the purpose of this site - based on the home page)
- None of the participants were able to accurately complete Task 2 (place a black men's jacket with a size 42 chest into the cart) *For clips of eye-tracking videos see appendix*
- All participants were able to complete Task 3 (find out more information on the jackets additional features)
- Three of five participants were able Task 4 (what material is the jacket made from)
- All participants were able to complete Task 5 (replacing the jacket in the cart with a new order)

- None of the participants were able to accurately complete Task 6 (Find the difference between gray and black jackets)
- All participants were able to complete Task 7 (changing the size and color of in-the-cart items)
- All participants were able to complete Task 8 (find the return policy)
- All participants were able to complete Task 9 (find the link to their Facebook page)

Figure 5: Eye Tracking Test Performance

Participant	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9
1	✓	-	✓	-	✓	-	✓	✓	✓
2	✓	-	✓	-	✓	-	✓	✓	✓
3	✓	-	✓	✓	✓	-	✓	✓	✓
4	✓	-	✓	✓	✓	-	✓	✓	✓
5	✓	-	✓	✓	✓	-	✓	✓	✓
Success	5	0	5	3	5	0	5	5	5
Comparison Rates	100%	0%	100%	60%	100%	0%	100%	100%	100%

Strengths of the website included the ease of editing purchases in the shopping cart and finding social media and return information in the footer section. Alternately, the most consistent issues were that the sizing chart was not located near the purchase page, where customers would expect to find it, and that the product page images did not change with the color preference, making it difficult to tell the difference between the available options.

RECOMMENDATIONS

Overall we recommend that Oros cut down and rearrange their content, and provide a clearer path for the user to navigate their way through so there is a lower site drop-off rate. Due to the new website release during our research, we are offering two types of recommendations: Our Re-Design and Improvements to the Current Site.

OUR RE-DESIGN

Through our studies we learned that the Lukla site had issues convincing customers to move through the website. We tried to aim our re-design at giving the user a clear call to action to "shop". By creating an environment that is open and gives the user a clear path to navigate the website, shoppers should become more enticed to move between pages and to better identify with the product.

We developed a clickable prototype through Invision. To see our changes "InAction," follow this url: http://www.bit.ly/OrosApp.

We re-designed the site with a focus on:

- Clearer call to action
- Condensing text and page information
- Easy to find sizing chart
- Better social media presence
- Reviews available for jacket credibility
- More descriptive titles in navigation bar
- Cleaner more legible footer
- Easier to read text

CLEARER CALL TO ACTION

To increase conversion rates, the new site has been designed to draw the user's attention to the main site action, selling jackets. As soon as a customer opens the site they are confronted with a large "Shop" button (Figure 6) giving the users a clear action to follow. In order to make the call to action stand out, the navigation bar shows less hierarchical importance, to offer users faster site navigation. Oros' new tagline of "Always onward. Forever upward." has been replaced with Lukla's old tagline, "unlayer your boundaries" because this original tagline aligns with the brand in a memorable way to establish the "why" of the product which is described in more detail below.

Figure 6: Re-designed Homepage

REVIEWS, SIZING CHART, CONDENSING TEXT

Through the in-depth interviews and research we have found that online shoppers often rely and refer to other shoppers reviews. In our re-design we have added the feature of customer reviews to allow the site user to see recommendations and ratings on their products from others who have purchased the product.

One of Lukla's main issues was the drop-off rate and users not scrolling through the site in its entirety. In order to solve this issue we came up with the solution of condensing text and limiting the need to scroll. Users are presented with condensed information that does not overwhelm. In Figure 7 you can see that the user is presented with drop-down menus for reviews and details so they have the option of seeing information, or not, rather that having a large amount of information in front of them at all times. Another large issue that our re-design solved was the user's inability to locate the jacket sizing chart. Users are presented with the sizing chart on the shop page in a location revealed by our eye-tracking data.

Figure 7: Condensed Information Shopping Page & Sizing Chart
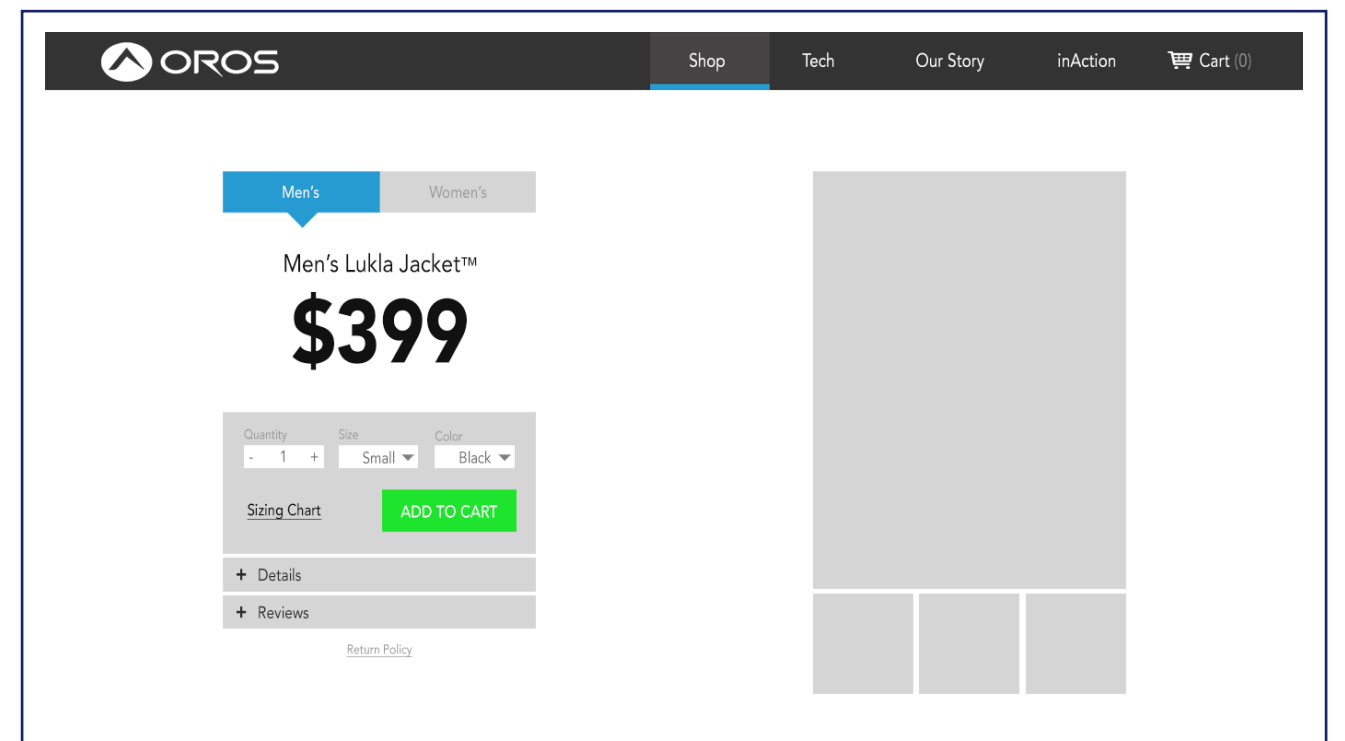
SOCIAL MEDIA PRESENCE

Lukla had little social media presence which may have led to a drop in conversion rates due to the site and brand not connecting with its clients. Our re-design has created a whole new social media presence for Oros (Figure 8). Users would have constantly updating connectability through Instagram and Twitter. Through a simple hash tag - #OROSinAction - users are able to share their experience and stories they had while wearing Lukla jackets. Not only does this connect customers to the Oros brand, but it backs up their sales with testimonies.

Figure 8: InAction Page Showing Social Media Presence
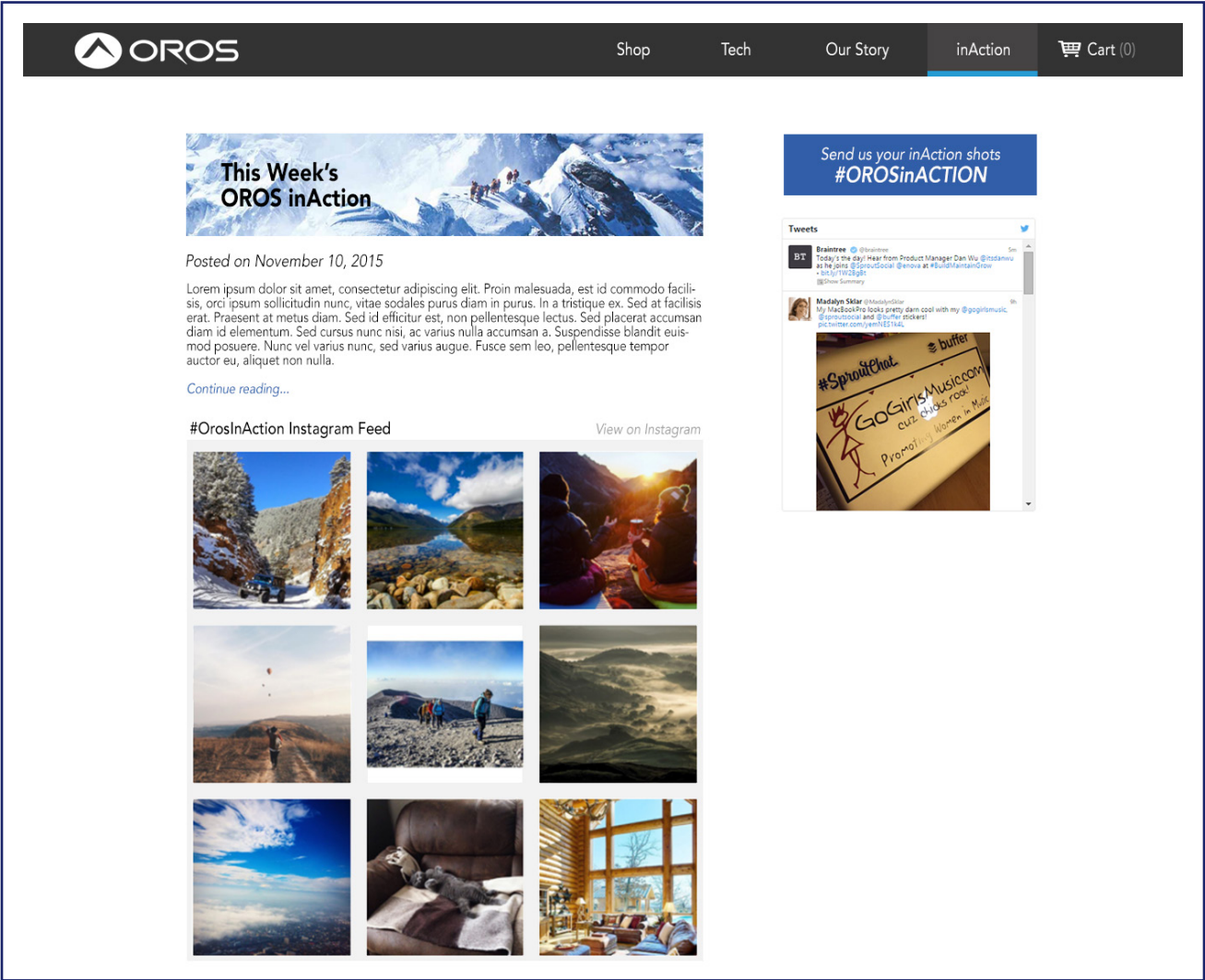
CLEARER NAVIGATION

Eye-tracking tests revealed that users had trouble connecting information with the correct page due to poor navigation headers. Data gathered from our card sort helped guide our new navigation bar headers, as you can see in Figure 9. The updated titles offer users a better idea of the content they will find on each page. The footer bar in our re-design is adapted from Oros' site. We like the organization of data in this footer, but there needs to be an added return policy link, as well as a complete list of social media icons.

Figure 9: Clearer Navigation Bar & Footer
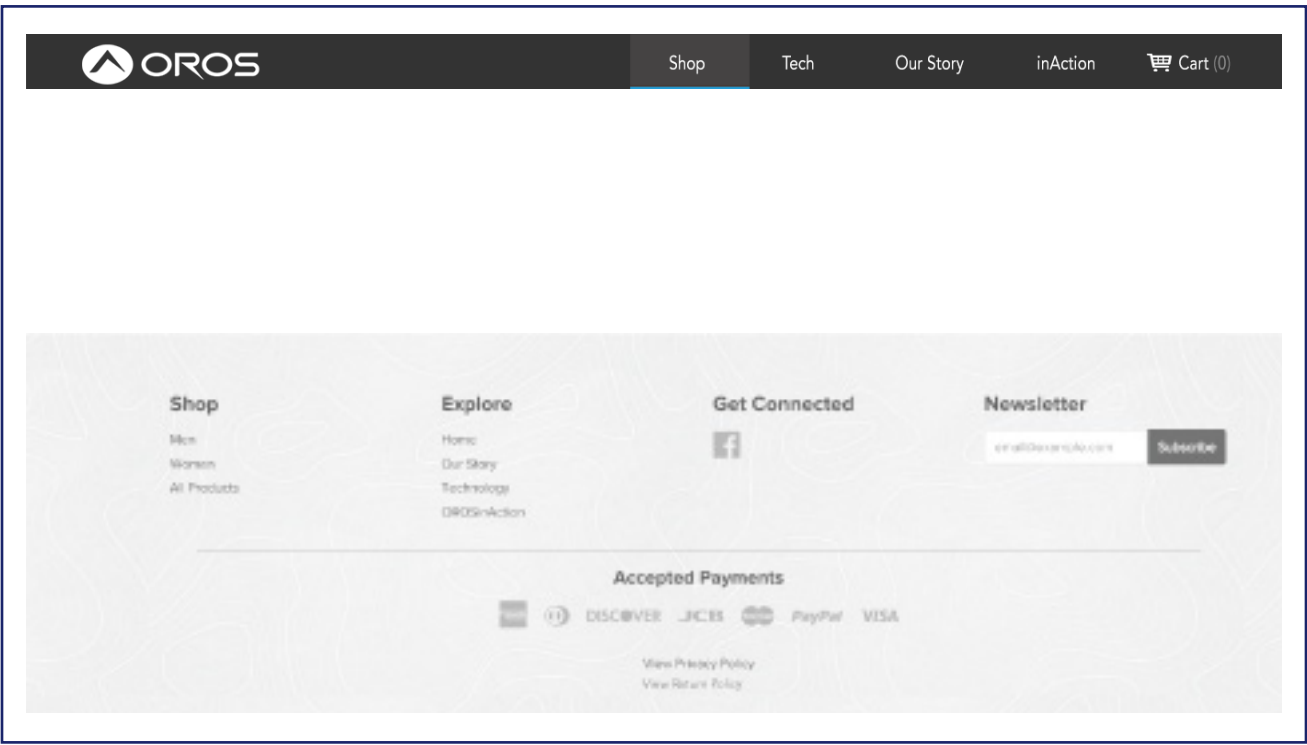
EASIER TO READ TEXT

To give the user an easier read, informational body text has been condensed and organized in a way that allows for a minimal amount of scrolling. This design choice was made due to users' interactions with Lukla's site. *See appendix for full heat map of homepage*. In the appendix, you will notice that the users main concentration lies in the first section of the page and then due to the large amount of scrolling and information the user gets overwhelmed and loses focus on the rest of the page. They simply scroll through quickly to reach the bottom of the page without actually paying any attention to the content.

IMPROVING THE CURRENT SITE

Due to your recent site re-design, we know that you may be hesitant to rebuild a brand new site right away. Don't worry, we understand. That is why we have included this improvement section for you to apply our overall findings in a more manageable way to your new site.

The current re-design Oros went through has fixed many of the previous issues our users experienced. With the old site, users often did not navigate past the home page and shopping page when it came to ordering. However, through the new site design the content is drastically cut down, allowing the user to see content without being overwhelmed, providing them with a path to navigate through the pages. Oros' re-design manages to keep an open look and feel which was one of your main design needs.

Figure 10: Oros Site Homepage

Although the new site does well at cutting does down on text and clutter, there is still no prevalent call to action driving the desire for increased conversion rates. We believe that by changing the image shown in Figure 10 to include a call to action and product awareness shown in Figure 11. Our design choices remain the same as described in the clearer call to action previously discussed.

Figure 11: Re-design Shop Button

SHOP

When it comes time to shop, the customers have told us that they need to see reviews and have clarity to what they are purchasing. To make the current product page more applicable to these practices, we suggest shortening the two paragraphs to short sentences or bullet pointed lists, adding in a reviews section for honest user feedback, and having different jacket images appear that correspond to the color selected before it is added to the cart (the correct color should also be shown by the image in the cart).

OUR STORY

We like what you have, but would still recommend that the tagline branding is changed back to "unlayer your boundaries" (although this change is not represented in our site re-design).

TECHNOLOGY

We see you're at it again! With the latest update to the technology page, we feel as though some bad habits of wordy descriptions from the Lukla site are beginning to show through. We recommend that you bring it back to basics and

| RECOMMENDATIONS |

really show the customers why they should want your jacket rather than what the product is. To do this we suggest creating cut through comparisons revealing the interior construction of your jacket against the competitors to really show the difference in thickness and making a concise point to what Aerogel is. Remember it is much easier to sell the "what" (jacket) when they believe in the "why" (best insulator on the market).

OROSINACTION

We are not quite sure what you planned, but we hope that the in action page is all about connecting the brand to the lifestyle. Please refer to our re-design for inspiration on how to connect the #OROSinAction campaign to increased website traffic and revisits.

CART

Finally, user research has shown that including a purchase call-to-action by reminding people what they have placed in the cart will lead to an increase in conversion rates. For the OROS site this means introducing a pop up number to appear next to the cart icon corresponding to the number of products in the cart.

EXPERT'S ADVICE

As a final note, we were able to discuss our findings and re-design with the Design Lead of Dropbox, Kristen Spilman. She was an outstanding resource to confirm our work but wanted us to emphasize that your website is an extension of your marketing. Develop the brand, drive conversions and sell the "why" of the product. Because when the customer is convinced why they need the jacket - whether it's due to Aerogel, weight, bulk or NASA tech - then the price of the product becomes less relevant. Looking back to our in-depth interviews, this is confirmed by the desire for proven and recommended value over the price of the jackets.
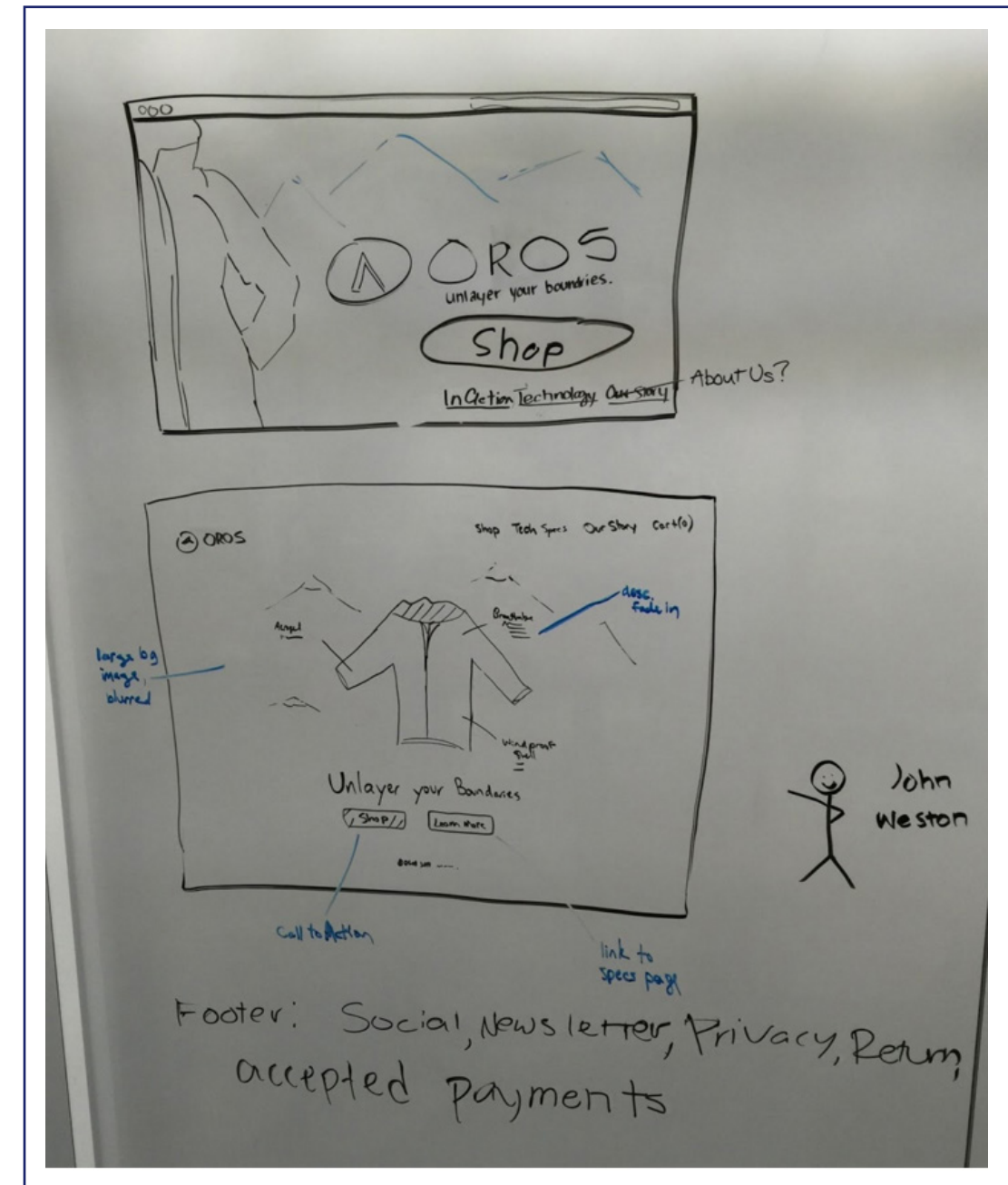
EARLY WORK

Mapping a Site User's Experience:
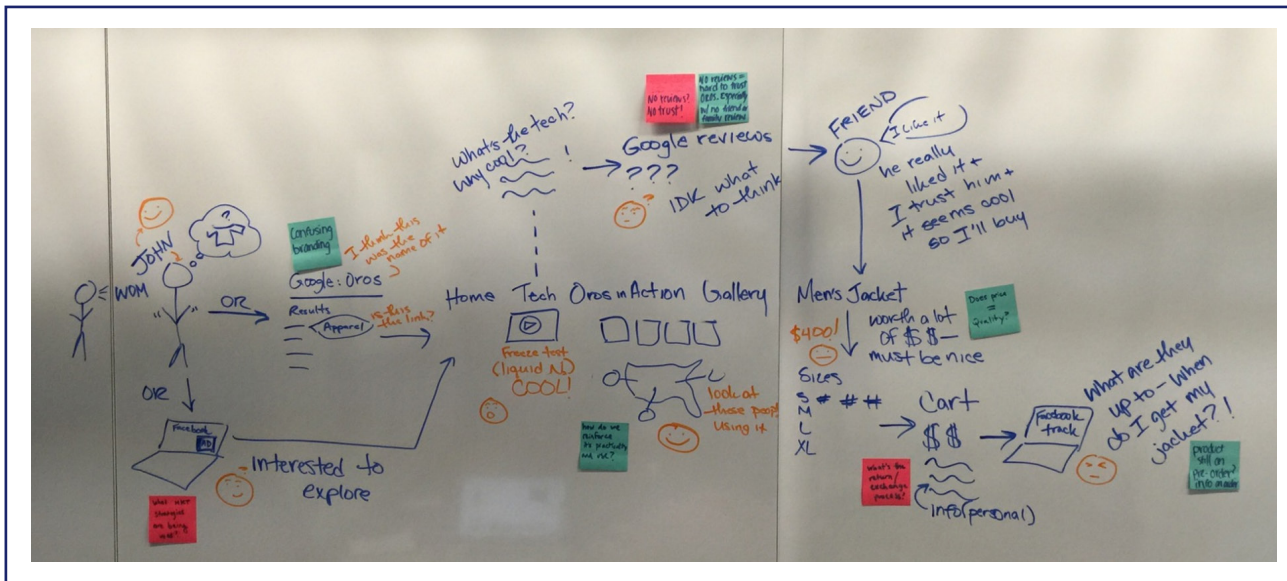
Used to guide a person through Lukla's website, from their thoughts and experiences they had to draw their ideas, confusions, and emotions about the site. This provided information on what users could get confused on, and how they react to different aspects of the site.

Website Re-Design Sketches:

IN-DEPTH INTERVIEWS

List of Questions:

1. What activities or hobbies are you interested in?
2. What are your favorite brands? Why do you like these brands? What makes a brand stand out to you? Why do you buy the brands that you do?
3. What motivates you to spend more money on a product?
4. What information do you look for when you are shopping online?
5. What checkout processes have you used when purchasing items online?
6. What makes outerwear apparel appealing to you?
7. How important is the information about outerwear apparel? i.e. what makes it work, how it functions, the science behind it vs. visual appeal and design
8. What factors go into deciding to spend money on outerwear?
9. What is the most you would be willing to pay for high quality outerwear apparel? What is your budget?

To view all of our data visit: https://goo.gl/4NsoJF

In-Depth Interviews Questions & Responses

EYE-TRACKING

Eye-tracking video clips of testers who were given the task of, "Christmas shopping is right around the corner. Dad is always hard to shop for but you think he would love a new jacket. His chest size is 42 and you want to get him a black jacket. You won't be able to choose a size or color, but view the available options and tell us the answer and go ahead and add a jacket to the cart. Remember his chest size is 42." and failed to complete, due to inability to locate the sizing chart. :

- https://drive.google.com/a/miamioh.edu/file/d/0B5KwFqRCs5f9TnlHMmFqSjQwT2s/view?usp=sharing
- https://drive.google.com/a/miamioh.edu/file/d/0B5KwFqRCs5f9RmZibjVfZUQxc0U/view?usp=sharing
- https://drive.google.com/a/miamioh.edu/file/d/0B5KwFqRCs5f9SWtxc0RIOU90QVk/view?usp=sharing
- https://drive.google.com/a/miamioh.edu/file/d/0B5KwFqRCs5f9YnFvNzBaNmpKczQ/view?usp=sharing

HEURISTIC ANALYSIS

Major Issues:

- Words and sentences, when applicable, are emphasized by both color and weight. (Everything is the same weight and color)
- Uppercase words are used only for labels or acronyms. (Everything is uppercase)
- Each page title exactly matches the wording of the related navigation menu link. (No clear page title labels)
- Each page title gives the user a clear idea of the page's content and purpose (Some page content is not under the correct page title)
- All primary onscreen content is related to the user's current task. (Move around content to match user's task)
- Calls to action (e.g. Register, Add, Submit) are clearly labeled and appear clickable. (Fix the scroll down button)

- Link text is descriptive; there are no "click here" links. ("Scroll down" button not actually a button)

- Information is visually organized and presented in order of importance to the user.

- The visual hierarchy on the screen reflects the user's information priority.

- Visual hierarchy clearly directs the user to the first (or next) required action.

Needs work, but not critical issues:

- Content is useful and up-to-date, providing answers to common questions. (Jacket optimal temperature usage?)

- Titles and Headings clearly describe the content of the page. (Differentiate from other sections, not easy to tell)

- Content is scannable — short paragraphs, descriptive headings, lists and images. (Too much content?)

- There is adequate contrast between the text content and background. (Content and background mesh together)

- Visual content (e.g. infographic, chart) is used to illustrate complex concepts. (Add infographic/chart on jacket sizing? Make current chart more appealing)

- Page layouts are consistent across the whole website. (Shopping cart on all pages?)

- The order of information matches user expectation. (Content needs reorganized and matched to headers)

- Navigation, page titling and breadcrumbs tell the user where she is, how she got here and where she can go. (Need to let you know what page you're on)

- The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).

- Text links are visually distinct from other text content.

- Items with the most contrast are also the most important items on the screen, both to the user and/or the business.

- Contrast is the primary mechanism for establishing visual priority/hierarchy.

- Contrast is the primary mechanism for visually separating content from controls (e.g. buttons, links, menus)

- Font styles, sizes and weights establish and reinforce the hierarchy of content.

CARD SORT

Similarity Matrix:
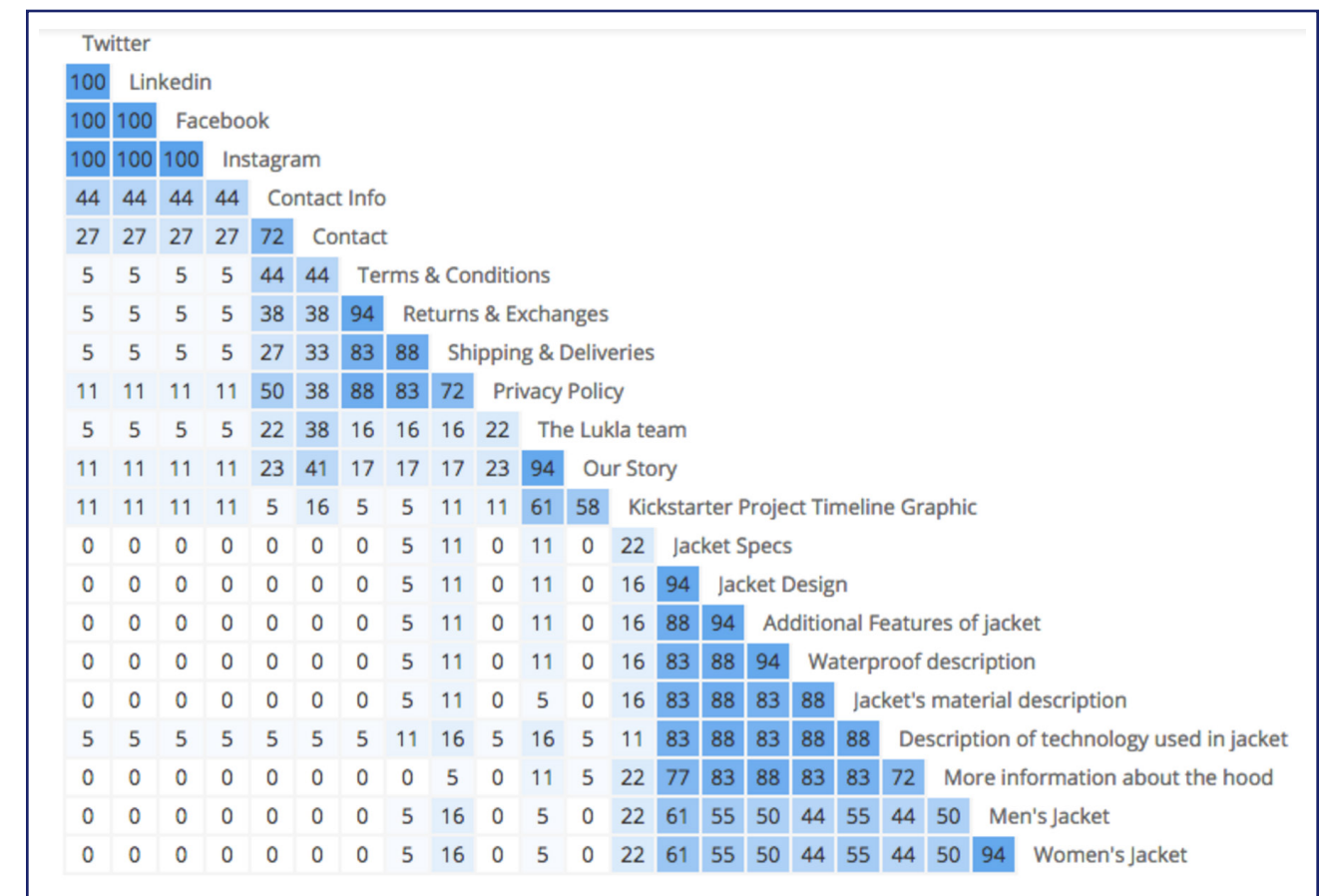
This Similarity Matrix is generated by OptimalWorkshop. It displays each virtual card and the likeness of each participants category sort of that card compared to other participants.

| APPENDIX |

RECOMMENDATIONS

Heat-Map of Lukla's Homepage: